



# CITY OF FALLS CHURCH

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**FOR IMMEDIATE RELEASE**

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## NEWS RELEASE

### Candidates Sought to Serve on GEORGE Bus Task Force

The City of Falls Church is seeking candidates to serve on the new GEORGE Bus Task Force. The Task Force was created by the City Council in June and appointments are scheduled to be made by the Council in September. People who are interested in public transportation, City finances, and the role of transit in economic development and creating a walkable community in the City of Falls Church should contact the Clerk of Council [kbuschow@fallschurchva.gov](mailto:kbuschow@fallschurchva.gov) for an application. Applications will be reviewed by the Council Appointments Committee for its recommendation, prior to appointment by vote of the Council as whole. GEORGE provides local transit service to and from the East and West Falls Church Metrorail stations and throughout the City.

The duties of the Task Force will include:

- To conduct an assessment of transit needs in the City, using survey data from citizens, businesses, and riders; GEORGE and Metrobus ridership trend data; evaluation of alternative existing transit options; advice and case studies from peer jurisdictions and the NVTC; and other relevant data as determined by the members
- To consider options for meeting transit needs in the City, including various GEORGE and non-GEORGE options, and their projected cost effectiveness;
- Study and produce recommendations on:
  - Optimal routing and scheduling;
  - Marketing strategies and branding;
  - Additional revenue streams to support transit, such as grants, advertisements on the buses, and other;
  - Optimal fare structure;
  - Assessment of the Martha System for "real time" bus arrival time information; and
  - Cost effectiveness and performance measures for on-going transit evaluation.

Initial recommendations are expected in January in time for the FY2011 budget development. The Task Force will be disbanded on July 1, 2011, unless continued by the City Council.

The Council Resolution calls for a membership of five, with one member representing the business community, one representative from the City's Citizen Advisory Commission on Transportation, and three citizen representatives. The Task Force will probably meet monthly, and will require extensive work in researching, developing consensus around core recommendations, and writing up its recommendations in a report to the City Council. Staff support will be provided through the City Department of Development Services. Contact Suzanne Cotellessa, General Manager for Development Services ([scotellessa@fallschurchva.gov](mailto:scotellessa@fallschurchva.gov)) for information.

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